

Assistant  
Advertising Manager DETROIT, MICH.  
Discount Operations

C. KEITH MODESITT



1907-July 8, born near  
Rockville (Parks County),  
Indiana.

1921-Graduated from Lin-  
coln Grade School at  
Lafayette, Indiana.

1925-Graduated from Rock-  
ville High School.

1928-Part time work at S.S.  
Kresge Co. Store No. 1348,  
Lafayette, Indiana.

1931-B.S. degree in Elec.  
Eng., Purdue University.

1931-June, entered employ  
of S. S. Kresge Co., Store No. 1348, Lafayette, Ind.  
1932-January, Leave of Absence, M. S. degree in  
Electrical Engineering, Purdue University.

1933-June, Stockman Store No. 1348, Lafayette, Ind.  
(Starting date adjusted to November 1, 1932.)

1935-January, Assistant Manager Store No. 1063,  
Bedford, Indiana.

1935-June 9, married Miss Lorene May.

1936-January, Assistant Manager Store No. 1227,  
Indianapolis, Indiana.

1936-June, Asst. Mgr. Store No. 1111, Richmond, Ind.

1938-February, Senior Floorman Store No. 1355,  
Chicago, Illinois.

1939-January, Asst. Mgr. Store No. 1008, Evanston, Ill.

1941-June, Asst. Mgr. Store No. 1047, Michigan City, Ind.

1942-July, Asst. Mgr. Store No. 1348, Lafayette, Ind.

1943-March, Assistant to R.C. Davies, Detroit Office.

1945-July, Asst. Mgr. Store No. 1060, Peoria, Ill.

1947-January, Manager Store No. 1051, Hannibal, Mo.

1956-September, Asst. Mgr., Chicago, Ill.

1960-January, Advertising Mgr., Midwestern Region.

1964-August, Assistant Advertising Manager Dis-  
count Operations.

Have three children, Don, Kenny, and Janet Key.

Photo 4/52-Litho. in 1/52A.